

# CDC Launches New CDC.gov

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## The Evolution of CDC.gov

*User-centered, Research-Based, Data-Driven, Collaboration-Rich*

CDC introduced a new [homepage](#) and major topic pages to its popular Web site, CDC.gov today. The new site provides easier access to health and safety topics, data and statistics, news and events, and more.

Based on extensive user evaluation and research, the site includes many new features, including a new search engine (Google Search Appliance), an updated A-Z Index, easier access to health and safety topics, a data/statistics snapshot that highlights data from CDC, and an interactive feature area.



Learn more about these exciting new features below. Check out the [site](#) or explore the [virtual tour](#).

## User-Centered, Research-Based, Data-Driven Design

"The new CDC.gov represents an important first step in our high-priority charge to make CDC.gov the dynamic, proactive, and interactive e-health tool that it needs to be. We have taken a science and research-based approach to examining and improving CDC's Web presence. This extraordinary improvement paves the way for us to provide CDC health information to professionals and to the public where they want it, when they want it, and how they want it," says Jay Bernhardt, PhD, director of the [National Center for Health Marketing \(NCHM\)](#), the Center leading CDC's e-health and new media innovations.

To this end, the new CDC.gov homepage and major topic pages have been the result of months of research and design. The new design is based on extensive user input, collaboration, and research.

Results from the latest round of usability testing indicate that not only are users more satisfied with the new site, they are also more successful in finding information on the new site. In fact, user satisfaction with the new design is 70 percent higher than satisfaction levels with the previous site, while users' success in finding information increased more than 25 percent – a marked improvement.

"We are a science organization, and we firmly believe that our site should be based on research and contribute to the science of building usable, accessible, and useful Web sites," said Janice Nall, director of the Division of e-Health Marketing in NCHM, and lead for CDC.gov. "We're very proud of the new CDC.gov for many reasons. First, the site is completely based on users' needs and priorities (as it should be). Second, we based our decisions on user testing, industry research, and analysis of web logs, search logs, and other data sources. Third, the site evolution is data-driven...we have quantitative data that demonstrates that users are more successful completing tasks on the new site (vs. the current site), and they are more satisfied with the new site."

"And, finally, the CDC.gov 'evolution' is the product of tremendous cross-agency collaboration. The [CDC.gov Council](#) (chaired by Mike Coss), the [CDC.gov team](#) led by Carol Crawford, web content managers, developers, programmers, health marketing staff, contractors, other federal staff, and many, many others have contributed tremendous time, thought, and enthusiasm to this effort...and it shows. It's truly been an honor to work with the talented staff across CDC and to see the very positive results of this collaboration," added Nall.

## Learn about the new CDC.gov home page

The new CDC.gov homepage includes many exciting new features, all the result of user research and data-driven design decisions. Explore some of the new features below:

### Interactive Features

The new homepage provides an expanded, interactive feature area to highlight five important health and safety issues at a time. Quickly scan the top health stories of the day and easily access some of the most popular and timely information on the Web site.

### Easier Access to Key Topics

The new homepage also devotes a larger area to important health and safety topics, providing easier access to key health information, articles, data, and tools – to make sure that the information users need is right at their fingertips.



The new topics include:

- Diseases & Conditions
- Emergencies & Disasters
- Environmental Health
- Healthy Living
- Injury, Violence, & Safety
- Life Stages & Populations
- Traveler's Health
- Workplace Safety & Health



Each topic also provides examples of the types of content within each section so that users can click with confidence that the information they need is easy to find.

### Find it Fast!

User research shows that the faster someone can find what they are looking for with the fewest clicks, the more likely they are to stay on your site and to become a repeat visitor.

The new CDC.gov home page is designed to help users find the health and safety information they are looking for faster and gives them several options for getting to what they want.

These new “find it fast” features include a:

- New and improved search engine.
- More prominent and comprehensive A-Z Index to make it easier to go immediately to a topic.
- New list of some of the most popular and prominent information on the CDC.gov Web site, called “Top 20 at CDC.gov.” This new feature makes it easier for users to access some of the most popular and key health topics directly from our homepage. This new feature also provides an area to highlight important seasonal information or prominent topics.



### Latest Data and Statistics

Another new feature includes data snapshots of the latest data and statistics released from CDC.

User research shows that one of the top reasons users visit the CDC Web site is to find data and statistics.

Since audiences are interested in the research produced and published by the CDC, the new home page will prominently feature a data snapshot. This new spotlight will allow CDC to highlight important new facts, while showcasing some important new data to our Web site visitors.

Additionally, the new feature makes the data and statistics area of the Web site much more prominent, in order to better serve the needs of our users.



### About CDC

We're also providing more information about CDC and our health goals, including direct links to job openings, funding announcements, and organizational info.



### CDC for You!

Finally, we've added a new section called CDC for You, which provides an area specifically for our target audiences with links to key information. Research from users during the home page re-design process found that many users wanted to see a section "just for me". This new section will evolve over time to help better meet the needs of our important health audiences.



**Explore for Yourself!** *Take a look and explore!*

Visit the [virtual tour](#) or [AboutCDC.gov](#)

This **Inside Story** by Janice Nall & Cari Wolfson.

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